

Abstract

Title: Corporate Identity of TK Most

Objectives: The objective of this work is to create the list of recommendations that lead to improvement of corporate identity of TK Most.

Methods: Method of non-structured interviews with players of the club, SWOT analysis, dates analysis and participant observation made by myself were used for corporate identity analysis and subsequently proposed recommendations.

Results: It was revealed that corporate identity of TK Most has a couple of weaknesses. It negatively influences image of the club in eyes of players. Respondents agreed on three main areas that are essential for improvement of corporate identity of the club. Those factors are communication, organization and club facilities. As a solution, there was made a complex project of recommendations focusing on individual parts of corporate identity.

Keywords: tennis, corporate identity, corporate design, corporate communication, corporate culture, corporate product, corporate image